

# 1955

15th YEAR • A WEEKLY PUBLICATION

RUTH FINLEY, EDITOR  
FRANCES HUGHES, ASSOCIATE EDITOR

TRAFAVGAR 9-2343

january							july						
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january							march						
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february							april						
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8 EAST 77th STREET  
NEW YORK 21, N.Y.

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3/14/55

FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK ENDING FRIDAY, MARCH 11, 1955</u>			
Friday March 11 9:00 A.M.; 12:00 Noon	TWO SHOWINGS OF IMPORT FASHIONS  The Fashion Group's semi-annual Import Fashion Show at <u>9:00 A.M. (Breakfast)</u> and <u>12:00 Noon (Luncheon)</u> . Speaker & Commentator: Jessica Daves, Editor-in-Chief of Vogue. Co-Chmn. of Ready-To-Wear Division: Alice Burrows and Adelia Ellis. Prices: Breakfast--\$5.50. (members), \$8.00 (guests); Luncheon Tickets No Longer Available. Contact: The Fashion Group, CI. 7-3940. Publicity: Ruth Hammer Assoc., EL. 5-7872.	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	WALDORF-ASTORIA BALLROOM
Friday March 11 9:30 A.M. Breakfast	PRESS PREVIEW OF SPRING FASHIONS  Preview of Spring fashions by leading designers, in addition to Best's own exclusive fashions. By invitation only. ( <u>Note Change of Date</u> ). Publicity: Gay Stearns, PL. 9-2000.	BEST & CO.	13TH FLOOR RECREATION ROOM
Friday March 11- March 19 11:00 A.M.- 5:00 P.M.	IRISH EXHIBITION IN YONKERS  The Consulate General of Ireland, in cooperation with the Irish Export Promotion Board and the Irish Tourist Information Bureau, invite the public to an exhibition of extensive Irish photographic display; collection of traditional Irish costumes; products of Ireland -- tweeds, linens, fashions and accessories, glassware, home furnishings. Hours: 11:00 A.M.- 5:00 P.M. (except Sunday). Contact: Virginia Paige, Public Relations Officer, Irish Export Promotion Board, EL. 5-4003.	CONSULATE GENERAL OF IRELAND	CROSS COUNTRY CENTER AUDITORIUM--YONKERS
Friday March 11 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS  Presentation of Bonwit Teller's custom-order fashions by Mr. Yanni Evangelides; also, French imports. By invitation only. Contact: Sophie Shonnard, EL. 5-6800.	BONWIT TELLER	9TH FLOOR
Friday March 11 6:00 P.M. Cocktails	WEEKLY MILLINERY FASHION SHOWS  <u>March 11:</u> Margaret Cody. <u>March 18:</u> William J. <u>March 25:</u> G. Howard Hodge. <u>April 1:</u> Aranka. Contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	LEADING NEW YORK MILLINERS	HOTEL PIERRE CAFE PIERRE
Friday March 11- March 24	SPRING FASHION FESTIVAL  Daily fashion programs at A & S, with special concentration on millinery, shoes and accessories. Authorities in various fashion fields will be present, including Nancy Knox of I. Miller, Mon., March 14, 3rd floor shoe department; and Arlene Francis, editor of WRCA-TV's "Home" Show, Wed., March 16, 3:00 P.M., 4th floor shoe department. Publicity: Juli Daves, Feature Events, TR. 5-7200.	ABRAHAM & STRAUS (BROOKLYN)	THROUGHOUT THE STORE

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
<u>WEEK BEGINNING MONDAY, MARCH 14, 1955</u>			
Monday March 14 10:00 A.M.	PRESS PREVIEW OF IMPORTS AND COPIES Gimbels' press showing of Spring imports and copies, and Boutique originals. By invitation only. (Showing will be repeated at Hotel Plaza, Monday, March 21, 1:00 P.M. luncheon). <u>Customer showings:</u> Mon., March 21 at 5:30 P.M.; Tues., March 22 & Wed., March 23 at 2:00 P.M.--on Gimbels 3rd floor. Publicity: Margot Infantino, LO. 5-1500.	GIMBELS	3RD FLOOR SPECIALTY CORNER
Monday March 14 1:00 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Presentation of Clare Schaffel's Spring custom-order fashions and Margaret Cody's millinery during luncheon. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	CLARE SCHAFFEL; MARGARET CODY	HOTEL PLAZA PERSIAN ROOM
Monday March 14 2:30 P.M.	IMPORTS & COPIES AT SHOWING FOR CUSTOMERS Presentation of Russeks' imports and copies. Open to public. Publicity: Florence Lord, WI. 7-1900.	RUSSEKS FIFTH AVENUE	3RD FLOOR
Week of March 14	SIXTH ANNUAL NATIONAL IRISH LINEN WEEK (March 14-March 19). Publicity: Rowlands Associates, 420 Lexington Ave., LE. 2-9292.		
Tuesday March 15 9:30 A.M. Coffee	PRESS PREVIEW OF IMPORT COLLECTION Macy's will preview their import collection and Macy counterparts. By invitation only. (Customer showings, by ticket only, Monday, March 21 and Tuesday, March 22 at 2:00 P.M. in Macy's Little Shop, 2nd Floor.) Publicity: Barbara Gray, CH. 4-2000, Ext. 2431.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Tuesday March 15 11:00 A.M.	PRESS PREVIEW OF "CHUBBY" FASHIONS Lane Bryant's Spring into Summer "Chubby" fashions for girls, teens and sub-teens. By invitation. Publicity: Paula Miller, LE. 2-0200.	LANE BRYANT	10TH FLOOR
Tuesday March 15 4:00 P.M.- 5:00 P.M.	FALL FABRIC FASHION FORUM AND DISPLAY Annual Fall Fabric Forum for children's wear and accessories manufacturers by Parents' Magazine. Analysis of children's fashion trends by Mrs. Beryl Tucker, Fashion Editor, illustrated by an advance fashion presentation of new silhouettes, new colors and new textures. By invitation only. Publicity: Monroe E. Michels, MU. 5-4400.	PARENTS' MAGAZINE (52 VANDERBILT AVENUE)	HOTEL BILTMORE FOUNTAIN COURT
Beginning Tuesday March 15	SIXTH ANNUAL LACE FESTIVAL Theme: "Fashion Loves Little Laces"--International Lace Festival. Publicity: Gladys Steiner at Lester Harrison, 341 Madison Ave., MU. 9-1630.	THE LACE INSTITUTE	THROUGHOUT THE COUNTRY
Wednesday March 16 11:00 A.M.	BERNARD NEWMAN SPRING ORIGINALS Bergdorf Goodman will preview Bernard Newman's collection of ready-to-wear originals. By invitation. Publicity: Florence Neff, PL. 3-7300.	BERGDORF GOODMAN	3RD FLOOR

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 16 12:30 P.M. Luncheon	FASHIONS FOR TALL GIRLS AT LUNCHEON SHOW "The Height of Fashion"--Peg Newton will present Spring coats, suits and gowns for tall girls during luncheon. Press by invitation only. Public by reservation; contact: "Beverly", TE. 8-8000. Peg Newton Publicity: Donna Cannon, MU. 7-5447. Pierre Fashion Dir.: Nola Luxford, TE. 8-8000.	PEG NEWTON	HOTEL PIERRE COTILLION ROOM
Wednesday March 16 12:30 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Rosette Pennington will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ROSETTE PENNINGTON	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 16 3:00 P.M.	PRESS PREVIEW OF CUSTOM-ORDER FASHIONS Elizabeth Arden will preview her Spring and Summer custom-order fashions. ( <u>Note Change of Date</u> ). By invitation. Publ: Rasponi Associates, TE. 8-8171.	ELIZABETH ARDEN	691 FIFTH AVENUE SALON
Thursday March 17 9:30 A.M.	PRESS PREVIEW: IMPORTS AND ADAPTATIONS Ohrbach's will preview Paris and Italian originals and copies. By invitation only. (Customer showing, Mon., March 21 at 1:30 P.M.--Grey Room, 5th floor). Publicity: Mark Klauser, OX. 5-4000.	OHRBACH'S	4TH FLOOR
Thursday March 17 12:00 Noon Luncheon	PRESS PREVIEW: PARIS STYLES IN "ORLON" The Du Pont Company will present Hubert de Givenchy's special Paris collection of sweaters and separates in "Orlon" acrylic fiber, plus five couture costumes from Balmain, Patou and Givenchy. By invitation only. Contact: Norma Burnham, LO. 3-6400, Ext. 576.	DU PONT COMPANY	HOTEL PLAZA TERRACE ROOM
Thursday March 17 1:00 P.M. Luncheon	SPRING FASHIONS DURING LUNCHEON Luncheon showing of Spring fashions by Martini Designed, available at The Tailored Woman. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 272. Martini Publicity: Mildred Kaldor, MU. 9-5420. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	MARTINI DESIGNED	HOTEL PLAZA PERSIAN ROOM
Thursday March 17 5:30 P.M.	COLOR SLIDES OF IMPORT FASHIONS Life-size color slides of highlights from the European collections (as shown on Friday, March 11 at the Waldorf-Astoria). Contribution at door: \$1.00. Contact: The Fashion Group, CI. 7-3940.	THE FASHION GROUP, INC.	COMMUNITY BUILDING 40 EAST 35TH STREET
Thursday March 17 5:30 P.M.- 9:30 P.M.	"SHAMROCK" BENEFIT COCKTAIL PARTY St. Patrick's Day cocktail party, with part of proceeds for benefit of Fashion Institute of Technology. Price: \$6.50. Contact: LA. 4-7950.	SOCIETY OF AMERICAN FASHION DESIGNERS, INC.	HOTEL AMBASSADOR TRIANON ROOM
Thursday March 17- March 19	SEVENTEENTH ANNUAL TOY SELECTION CONFERENCE Over 100 outstanding toys will be selected from thousands submitted by American toy manufacturers. By invitation only. Contact: David Taylor Marke or Shirley Alpert at the Council, MU. 9-0175.	TOY GUIDANCE COUNCIL (1124 BROADWAY)	PARK SHERATON HOTEL TROPICAL ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
March 17	ST. PATRICK'S DAY (Thursday).		
Friday March 18 10:00 A.M. Coffee	PREVIEW OF SPRING COATS AND SUITS Klein's will invite the press to a preview of Spring coats and suits. By invitation only. Publicity: Libbie Wynehouse, SP. 7-6500.	S. KLEIN	ANNEX PENTHOUSE
March 21	FIRST DAY OF SPRING (Monday).		
Monday March 21 9:15 A.M. Coffee	BEDROOM FABRICS AND ACCESSORIES "Everything's Rosy"--McCutcheon's will invite the press to a preview of Spring and Summer bedroom settings, showing eleven rooms completely furnished from fabrics to accessories. By invitation only. Open to public, March 21 - April 2. Publicity: Kathryn Grimes, EL. 5-1000.	JAMES McCUTCHEON & CO.	5TH FLOOR (49TH ST. ENTRANCE)
Monday March 21 1:00 P.M. Luncheon	SHOWING OF IMPORT ORIGINALS & COPIES International imports with Gimbels' adaptations. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. ( <u>Press preview Mon., March 14 at 10:00 A.M.--See Page 2</u> ). Gimbels Publicity: Margot Infantino, LO. 5-1500, Ext. 600. Plaza Fashion: Mary Alice Rice, CI. 6-1790.	GIMBELS	HOTEL PLAZA TERRACE & PERSIAN
Monday March 21- March 24	INTERNATIONAL BEAUTY SHOW FOR 1955 Thirty-fifth annual four-day series of beauty and fashion events, including daily demonstrations of hair-styling. Contact: Joseph Byrne, MU. 2-4382.	INTERNATIONAL BEAUTY TRADE SHOW (19 W. 44TH)	HOTEL STATLER
Tuesday March 22 12:15 P.M. And 1:15 P.M.	SPRING IRISH LINEN FASHIONS McCutcheon's will present Spring and Summer daytime, sportswear and career girl ensembles in Irish linen. Press invited. Open to public. Publicity: Kathryn Grimes, EL. 5-1000.	JAMES McCUTCHEON & CO.	3RD FLOOR
Tuesday March 22 12:30 P.M. Luncheon	SPRING AND SUMMER FASHIONS AT LUNCHEON "Fashion's Young Romance"--Arnold Constable will present dresses by Anne Verdi during luncheon. Press by invitation. Public by reservation; contact: headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Tuesday March 22 2:00 P.M.- 4:30 P.M.	PREVIEW: PERSIAN AND ASSYRIAN ART Selection of antiquities acquired in recent years from excavations at Nimrud in Assyria and Persia, revealing the interplay of artistic influences in the Near East during 9th, 8th and 7th centuries B.C. Exhibit includes ivories and pieces of silver and gold. Open to public beginning Friday, March 25. Publicity: Floyd Rogers, TR. 9-5500.	THE METROPOLITAN MUSEUM OF ART	FIFTH AVENUE AT 82ND STREET
Wednesday March 23 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Adele Simpson will present Spring fashions, available at B. Altman & Co. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ADELE SIMPSON	WALDORF-ASTORIA EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday March 23 12:30 P.M. Luncheon	SPRING FASHIONS AT LUNCHEON SHOW Sada Sachs will present Spring fashions during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	SADA SACHS, INC.	HOTEL PIERRE COTILLION ROOM
Wednesday March 23 12:30 P.M. Luncheon	FIFTH ANNUAL "TRAIL BLAZER AWARDS" The National Home Fashions League will present awards to manufacturers from all segments of the home furnishings industry. Speaker: James Marsten Fitch, Columbia University. Co-Chmn: Harriet Morrison and Betty Pepis. Prices: \$6.00, members; \$8.00, guests. Contact: Josephine M. Brush at the League, 141 E. 44th St., MU. 7-8122.	NATIONAL HOME FASHIONS LEAGUE, INC.	HOTEL ROOSEVELT PALM TERRACE
Wednesday March 23 3:00 P.M.- 5:00 P.M. Cocktails	CUSTOM MADE GIRDLES AND BATHING SUITS Press preview of Madame Thilly's custom made corsets, brassieres, girdles and bathing suits. Showing at 3:30 P.M. By invitation only. Publicity: Mary Alice Rice, 39 West 55th St., CI. 6-1790.	MADAME THILLY (829 MADISON AVE.)	HOTEL PLAZA WHITE & GOLD SUITE
Thursday March 24 10:00 A.M.- 2:30 P.M.	SIXTH ANNUAL FRAGRANCE CONVENTION The Fragrance Foundation will hold its Sixth Annual Convention with business meeting. Luncheon: 12:30 P.M.; \$10.00. Contact: EL. 5-3168.	THE FRAGRANCE FOUNDATION (1 E. 53)	HOTEL AMBASSADOR TRIANON; BALLROOM
Thursday March 24 1:00 P.M. Luncheon	WOMEN'S FASHIONS BY TAYLOR IMPORTING CO. Jay Thorpe will present Spring fashions for women by Taylor Importing Co. Press by invitation. Public by reservation; contact: PL. 9-3000, Ext. 176. Jay Thorpe Publicity: Jane Negbaur, JU. 6-1000. Plaza Fashion Director: Mary Alice Rice, CI. 6-1790.	JAY THORPE	HOTEL PLAZA TERRACE ROOM
Thursday March 24 3:00 P.M. And 5:00 P.M.	IMPORTS IN CORDUROY VELVETEEN AND VELVET "Crompton Continental Couture Collection" at 2 showings, with Fall fashions from France by--Balmain, Madeleine de Rauch, Desses, Dior, Fath, Hubert de Givenchy, Gres, Griffe, Heim, Hermes, Lanvin, Lecadre-Marnier, Manguin, Patou; Italy--Avolio, Battilocchi, Fabiani, Ferdinandi, Fontana, Pucci, Simonetta, Veneziani; England--Amies, Cavanaugh, Hartnell, Digby Morton. By invitation. Publicity: Rosalind Allen at Crompton, LO. 4-2900.	CROMPTON-RICHMOND CO. (1071 SIXTH AVENUE)	WALDORF-ASTORIA GRAND BALLROOM
Monday March 28 1:00 P.M. Luncheon	SOPHIE ORIGINALS AT LUNCHEON SHOW Presentation of Spring ready-to-wear Sophie Originals, designed by Sophie in collaboration with Stephen Erklin, in Hotel Ambassador's series of monthly fashion shows. Press by invitation. Public by reservation; contact: Banquet Department, PL. 5-1000. Sophie Publicity: Grace de Mun, RE. 7-4206. Produced by Mary Alice Rice, CI. 6-1790.	SAKS FIFTH AVENUE	HOTEL AMBASSADOR BALLROOM
Monday March 28 5:00 P.M.- 9:00 P.M.	BENEFIT FAIR FOR WOMEN'S GROUP "City Fair With a Country Air"--sponsored by N.Y. Chapter of American Women in Radio and TV. Food and fashion sales, handwriting experts. Price: 50¢. Contact: Lee Kates, LO. 4-4925; or Jean Krcik, MU. 8-9480.	AMERICAN WOMEN IN RADIO & TELEVISION	HOTEL LEXINGTON EMPIRE ROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Tuesday March 29 12:30 P.M. Luncheon	BENEFIT SHOWING OF SPRING FASHIONS Fashion show by Altman's, in cooperation with "Holiday Magazine", for benefit of East Side Settlement House. By invitation only. Altman Publicity: Eleanor Horton, MU. 9-7000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	B. ALTMAN & CO.	HOTEL PIERRE COTILLION ROOM
Wednesday March 30 12:30 P.M. Luncheon	BOUTIQUE FASHIONS DURING LUNCHEON Zita will present her Spring and Summer boutique fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Zita Contact: Ellen Schair, RE. 4-0101. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ZITA, INC. (755 MADISON AVE.)	WALDORF-ASTORIA EMPIRE ROOM
Wednesday March 30 12:30 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOW Spring and Summer fur fashions by Aronowicz will be presented during luncheon. Press by invitation. Public by reservation; contact: "Beverly", TE. 8-8000. Pierre Fashion Director: Nola Luxford, TE. 8-8000.	ARONOWICZ FURS (19 WEST 57TH ST.)	HOTEL PIERRE COTILLION ROOM
April 3	PALM SUNDAY -- Beginning of Holy Week.		
Wednesday April 6 12:30 P.M. Luncheon	SPRING & SUMMER FASHIONS AT LUNCHEON Mme. Aranka Gyorky will present Spring and early Summer fashions at luncheon. Press by invitation. Public by reservation; contact: EL. 5-3000. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	MME. ARANKA GYORKY (15 EAST 54TH ST.)	WALDORF-ASTORIA EMPIRE ROOM
April 7	PASSOVER - First Day (Thursday) --(April 7 - 14.)		
April 10	EASTER SUNDAY.		
Tuesday April 12 2:00 P.M.- 5:00 P.M.	PREVIEW: TEXTILES & JEWELRY FROM INDIA Organized under the Museum's International Program for cultural exchange among nations, "Textiles and Jewelry from India" will feature historical textiles of several centuries, as well as outstanding modern fabrics chosen for brilliance of coloring, perfection of craftsmanship and modern design. Many of the fabrics will be draped and accessorized. Open to public April 13 to June 5. Publicity: Elizabeth Shaw, CI. 5-8900.	THE MUSEUM OF MODERN ART	11 WEST 53RD STREET FIRST FLOOR
Wednesday April 13 12:30 P.M. Luncheon	SUMMER FASHIONS AT LUNCHEON SHOW Arnold Constable will present Summer fashions during luncheon. Press by invitation. Public by reservation; contact: Headwaiter, EL. 5-3000. Arnold Constable Publicity: Gloria Geis, MU. 5-2300. Waldorf Fashion Director: Madeleine Riordan, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA EMPIRE ROOM
Wednesday April 13 7:00 P.M. Dinner	DINNER HONORING OUTSTANDING MERCHANTS Merchants in 25 categories of retailing will be honored for outstanding year-round presentations of manufacturers' advertised brands at a dinner for the 1954 Brand Name Retailer-of-the-Year Awards. Price: \$20.00. Contact: George Hallock or Nathan Keats at the Foundation, PL. 9-8425.	BRAND NAME FOUNDATION (37 WEST 57TH STREET)	WALDORF-ASTORIA GRAND BALLROOM

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday April 15 9:00 P.M. Dinner- Dance	FOURTH ANNUAL "APRIL IN PARIS" BALL	"APRIL IN PARIS" BALL	WALDORF-ASTORIA GRAND BALLROOM
	Fourth annual "April in Paris" Ball, a gala dinner-dance for benefit of the American French Foundation and the French Hospital of N.Y., with fashions by -- Balenciaga, Balmain, Castillo of Lanvin, Desses, Dior, Fath, Givenchy, Gres. Jewels--Cartier. Furs--Maison Leon. Chairman: Mrs. Dwight D. Eisenhower. Guests of Honor: Ambassador and Mme. Couve de Murville. Reservations--\$75.00; contact: Miss Liselle Nigot, "April in Paris" Ball, 301 Park Ave., EL. 5-7565.		
Monday April 18- April 24	INTERNATIONAL FOOD SHOW -- 1955	IMPORTED FOOD PROMOTIONS, INC.	KINGSBRIDGE ARMORY JEROME AVE. - 195 ST.
	Food delicacies and beverages from all over the world, with extensive exhibits by U.S. manufacturers of "nationality" type foods. Special features -- model gas and electric kitchens, with daily programs showing preparation of special foods; International Beer Garden; Japanese cherry blossom garden; India's Taj Mahal. (April 18--10:00-7:00; April 19-April 22--11:00-1:00, trade only, by invitation). Public showings: April 19-April 23--2:00-10:00; April 23--11:00-10:00; April 24--2:00-10:00. Admission \$1.00. Contact: P. Gordon Saville, 7 Park Avenue, MU. 6-7431.		
Tuesday April 19 9:00 A.M.- 5:00 P.M.	FASHION FORUM AND SELLING SEMINAR	ESQUIRE MAGAZINE (488 MADISON AVENUE)	WALDORF-ASTORIA STARLIGHT ROOF
	Esquire Magazine's "Fashion Forum and Selling Seminar" for manufacturers, buyers and retailers. Tickets: \$100.00 Contact: Irving Silverman at Esquire, PL. 9-3232.		
Tuesday April 19 12:30 P.M. Luncheon	ANNUAL FASHION SHOW AT BENEFIT LUNCHEON	NATIONAL JEWISH HOSPITAL AT DENVER	WALDORF-ASTORIA GRAND BALLROOM
	"The Schiaparelli Salute Luncheon"--sponsored by Elsa Schiaparelli, featuring Spring and Summer fashions from her collections. For benefit of National Jewish Hospital at Denver, a free non-sectarian tuberculosis medical center. By reservation with sale of \$25.00 contributions book. Schiaparelli Publicity: Saul Krieg Assoc., PL. 3-1543. Hospital Public Relations: Eli Jaffe, 19 W. 44th St., VA. 6-1590.		
Wednesday April 20 12:15 P.M. Luncheon	FABRICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL SHERATON ASTOR GRAND BALLROOM
	The Fashion Group will have their Fabrics Luncheon Meeting. Co-chairmen: Margaret Ingersoll and Vesta Shaffer. (Prices and more details later) Contact: The Fashion Group, CI. 7-3940.		
Thursday April 28 12:15 P.M. Luncheon	COSMETICS DIVISION LUNCHEON MEETING	THE FASHION GROUP, INC. (9 ROCKEFELLER PLAZA)	HOTEL BILTMORE GRAND BALLROOM
	The Fashion Group will have their Cosmetics Division luncheon. Co-Chairmen: Leslie Munro and Ruth Boyle. (Prices will be announced later.) Contact: The Fashion Group, Ci. 7-3940.		
Saturday April 30- May 15	SEMI-ANNUAL COSTUME JEWELRY SHOW	COSTUME JEWELRY MFRS. ASS'N.	HOTEL MARTINIQUE
	Fifth Costume Jewelry Show, for wholesalers only. Contact: LO. 4-0576.		
May 1- May 7	NATIONAL BABY WEEK. Contact: Earnshaw Publications, 101 W. 31st St., WI. 7-9804.		

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Beginning Monday May 2	COUTURE OPENINGS IN CALIFORNIA Fall custom wholesale collections in California. Designers include: <u>Monday, May 2:</u> Earl Luick, Marusia, Howard Greer, Cahill, Irene. <u>Tuesday, May 3:</u> John Carter, Ernest Newman, Athena, Jean Louis-Samek. <u>Monday, May 9:</u> Edith Small. Contact individual manufacturers.	LEADING DESIGNERS	LOS ANGELES, CALIFORNIA
Sunday May 8	MOTHER'S DAY. Theme: "Remember Mother, She Never Forgets." Contact: Arthur Freeman, 430 Park Avenue, PL. 1-3500.		
May 8- May 11	SHOE SHOW IN ATLANTA BY SOUTHEASTERN SHOE TRAVELERS ASSOCIATION. Contact: Shoe Ass'n., 1108 Mortgage Guaranty Bldg., Atlanta 3, Ga.		
Monday May 9- May 14	ANNUAL NATIONAL COTTON WEEK Theme: "Now Is The Time To Pick Cotton"--25th Annual National Cotton Week. Contact: Richard Alexander or Margot Herzog, WO. 4-2521.	NATIONAL COTTON COUNCIL (40 WORTH STREET)	THROUGHOUT THE COUNTRY
May 14- May 21	NATIONAL LUGGAGE & LEATHER GOODS WEEK. Contact: Luggage & Leather Goods Mfrs. of America, 220 5th Ave, LE.2-3960.		
May 30	MEMORIAL DAY--Legal Holiday (Monday)		
Sunday June 5- June 8	FALL MARKET WEEK IN CALIFORNIA Contact: Marjorie Carne, 740 South Broadway, Los Angeles, Calif.	CALIFORNIA FASHION CREATORS, INC.	HOTEL AMBASSADOR LOS ANGELES, CALIF.

OPENING OF FALL COLLECTIONS BY THE CREATORS OF AMERICAN FASHIONS, INC.  
(Formerly THE SPORTSWEAR GUIDE)

Beginning Monday June 6	ADLER & ADLER, INC. . . . . DAVIDOW . . . . . DAVID M. GOODSTEIN, INC.. . . KANE-WEILL . . . . . ZOLTAN ROSENBERG CO. . . . . SPORT-CRAFT, INC. . . . . STAR-MAID DRESSES . . . . .	550 Seventh Avenue. . . . . 550 Seventh Avenue. . . . . 498 Seventh Avenue. . . . . 498 Seventh Avenue. . . . . 550 Seventh Avenue. . . . . 550 Seventh Avenue. . . . . 498-Seventh Avenue. . . . .	BR. 9-9600 PE. 6-6909 LA. 4-2577 LO. 5-3041 LA. 4-6691 LA. 4-9724 PE. 6-0444
Contact individual manufacturers.			

Beginning Monday June 6	OPENING OF FALL DRESS COLLECTIONS The following members of the FOGA will open their Fall collections during the week of June 6: LARRY ALDRICH CO., INC. BEN BARRACK, INC. HARVEY BERIN LTD. WILLIAM FOX, INC. ED GERRICK, INC. A. GOODMAN & CO. GRABOIS	FASHION ORIGINATORS' GUILD OF AMERICA, INC. JACK HORWITZ ASSOCIATES INTERNATIONAL DRESS CO. NAT KAPLAN, INC. DAVID LEVINE CO. PAUL PARNEZ CORP. BEN REIG, INC. RUDOLF GOWNS	MANUFACTURERS' SHOWROOMS MARTIN SIMON, INC. HERBERT SONDEHIM FRANK STARR, INC. SUZANNE-AUGUSTINE HANNAH TROY, INC. SAMUEL WINSTON, INC.
Contact: Leonard Gandler, FOGA Exec. Secy, 1440 Broadway, CH. 4-6945.			

MOVIES...MUSIC...THEATRE...OPERA...BALLET

Monday  
March 14

NINETEENTH WEEK: METROPOLITAN OPERA      MET. OPERA HOUSE, 39TH ST. & B'WAY  
Mon., March 14: Puccini's TOSCA.   Wed., March 16: Bizet's CARMEN.  
Thurs., March 17: Verdi's OTELLO.   Fri., March 18: Verdi's AIDA.   Sat.,  
Mat., March 19: Wagner's TRISTAN UND ISOLDE.   Sat., Eve., March 19:  
Rossini's IL BARBIERE DI SIVIGLIA.   Publ.: Francis Robinson. PE. 6-1200.

Beginning  
Thursday  
March 17-  
April 17

FIRST WEEK: N. Y. CITY OPERA CITY CENTER, 131 WEST 55TH STREET  
Thurs., March 17: Richard Strauss' DER ROSENKAVALIER. Fri., March 18:  
Verdi's RIGOLETTO. Sat., Mat., March 19: Johann Strauss' FLEDERMAUS.  
Sat., Eve., March 19: Verdi's LA TRAVIATA. Sun., Mat., March 20:  
Gounod's FAUST. Sun., Eve., March 20: Rossini's CINDERELLA.  
Tickets: \$1.50-\$3.60. Publicity: Miss Alix B. Williamson, CO. 5-1758.

Thursday  
March 24

OPENING: "CAT ON A HOT TIN ROOF" MOROSCO THEATRE, 217 WEST 45TH ST.  
The Playwrights' Company will present Tennessee Williams new play starring  
Barbara Bel Geddes, Burl Ives with Mildred Dunnock and Ben Gazzara.  
Director: Elia Kazan. Scenery and lighting: Jo Mielziner. Costumes:  
Lucinda Ballard. Publicity: William Fields. PL. 7-6846 or PL. 7-6938.

Monday  
March 28  
8:30 P.M.

PREMIERE: "TO PARIS WITH LOVE (Movie) FINE ARTS THEATRE, 130 E. 58TH ST.  
J. Arthur Rank Technicolor production, released by Continental Distributing,  
starring Alec Guinness with Odile Versois, Vernon Gray. Producer:  
Antony Darnborough. Director: Robert Hamer. Costumes: Yvonne Caffin.  
Benefit of Union Settlement. Tickets: \$10.00; contact: LE. 4-7900.  
Open to public beginning Tues., March 29. Continental Publicity:  
Jeraldine Cooper. PL. 7-2593.

Wednesday  
March 30-  
May 8

OPENING OF THE CIRCUS MADISON SQUARE GARDEN, 8TH AVE. & 49TH ST.  
Premiere opening at 8:30 P.M. of the Ringling Bros. Barnum & Bailey  
Circus for the benefit of the N.Y. Arthritis and Rheumatism Foundation.  
Tickets: \$2.00-\$50.00; contact: Linton Snapp or Ruth Lovett, LE. 2-1742.  
General admission thereafter: \$1.50-\$6.50. Publicity: Edward Knoblaugh,  
CO. 5-7035.

Thursday  
March 31

OPENING: "3 FOR TONIGHT" PLYMOUTH THEATRE, 236 WEST 45TH STREET  
A Paul Gregory-Charles Laughton Production, starring Marge and Gower Champion, Harry Belafonte, choral group of Walter Schumann with Hiram Sherman, Betty Benson. Staged and directed by Gower Champion. Lyrics: Robert Wells. Music: Walter Schumann. Publ.: Karl Bernstein. CI. 6-0427.

Thursday  
April 14

OPENING: "THE HONEYS" LONGACRE THEATRE, 220 WEST 48TH STREET  
Cheryl Crawford will present the New Roald Dahl comedy starring Jessica Tandy, Hume Cronyn and Dorothy Stickney. Director: Reginald Denham.  
Settings: Ben Edwards. Costumes: Motley. Publ.: Ben Washer. MU. 4-8088.

Monday  
April 18

OPENING: "ANKLES AWEIGH" MARK HELLINGER THEATRE, 237 W. 51ST ST.  
Howard Hoyt-Fred F. Finklehoffe-Reginald Hammerstein will present a musical by Guy Bolton and Eddie Davis about a Hollywood starlet's honeymoon in the Mediterranean with her sailor husband. Music by Sammy Fain and Dan Shapiro. Starring: Betty and Jane Kean, Sonny Tufts, Lew Parker, with Gabriel Dell, Thelma Carpenter, Betty George, Mike Kellin. Director: Mr. Finklehoffe. Settings: George Jenkins. Costumes: Miles White. Choreography: Tony Charmoli. Publicity: George Ross, BR. 9-5906.